



CONTACT:
Jun-Ho Song
Samsung Electronics Co., Ltd.
jhjohn.song@samsung.com

Samsung Introduces The Wall Professional for Improved Commercial Content Delivery at ISE 2018

Massive modular MicroLED display and enhanced 3D Cinema LED technology highlight on Samsung Electronics' ISE 2018 booth showcase

Amsterdam, NETHERLANDS – February 6, 2018 – At ISE 2018, Samsung Electronics literally will take LED engagement to new heights with the introduction of 'The Wall Professional' – a modular, large-format indoor MicroLED display that can extend to hundreds of inches in size while delivering outstanding brightness, contrast and viewing angles. The Wall Professional will serve as the centerpiece of a futuristic Samsung booth (4-S100) experience that welcomes ISE attendees into the future of commercial and professional interaction.

Samsung also introduces a host of cutting-edge technologies including 3D Cinema LED that empowers cinemas to deliver fresh, compelling and memorable movie contents to vital movie-goers.

“By upgrading to powerful LED displays that blend into all professional environments without space or size restrictions, businesses can deliver a next-level content experience that captivates audiences and ultimately translates to significant growth,” said Seog-gi Kim, Executive Vice President of Visual Display Business at Samsung Electronics. “The Wall Professional is just one component of our broad ISE 2018 lineup that offers futuristic solutions to emerging operational challenges, and we look forward to sharing our vision for what’s next with our customers, partners and peers at this one-of-a-kind pro AV and electronics forum.”

The Wall Professional: Fully Configurable in Size

A business-ready variation of one of CES 2018’s most talked-about consumer displays, The Wall Professional’s modular design allows for customized configurations beyond or below its 146-inch size standard. Users can add or remove unlimited LED screens to and from The Wall Professional without impacting performance or presentation quality. The display’s self-emitting MicroLED pixel modules produce brilliant imagery free of color filters or backlighting and envelop viewers through elevated peak brightness (up to 1,600nit) and a near infinite contrast ratio.

The Wall Professional builds upon its consumer counterpart with the integration of Samsung’s MagicInfo content management platform. Within MagicInfo, users can create, schedule and deploy content across a single Wall Professional display or Wall Professional display network from any location. The platform also provides complete display performance visibility for immediate error detection and troubleshooting.

3D Cinema LED: A Star-Studded Sequel

ISE 2018 attendees will be the first to see the next evolution of Samsung’s pioneering cinema display technology with the debut of the world’s first 3D Cinema LED screen. This enhanced display maintains consistent brightness to deliver subtitle text, images and even minor visual details with unprecedented accuracy, even while viewers wear 3D glasses. Unlike standard 3D cinemas with more limited visual reach, the Samsung 3D Cinema LED screen delivers these quality-enhancing benefits throughout the entire theater, ensuring that all movie-goers enjoy the same immersive viewing experience.

This 3D film accommodation marks a significant advancement upon the initial Samsung Cinema LED screen model. First introduced in March 2017, Samsung's High Dynamic Range (HDR) Cinema LED Screen surpasses the capabilities of legacy screen-and-projector operations to deliver superior visual quality, technical performance and reliability for theaters and their guests.

Intelligent UHD Signage: A Consistent UHD Presentation

Samsung's new QM (450nit brightness) and QB Series (350nit brightness) Intelligent UHD displays foster a next-level content experience thanks to an integrated conversion engine that automatically upgrades FHD materials to sharper, clearer UHD quality. As a result, business users can achieve bolder and more brilliant message delivery without the need for manual picture presetting. The Intelligent UHD displays' Optimal Color Mode also intuitively adjusts picture quality to match usage and visibility trends.

The QM and QB Series displays also simplify the content delivery and maintenance processes for various forms of implementation. Each enclosed, wall-mounted Intelligent UHD display provides a centralized infrared receiver (Center IR) for user-friendly control and management. For added durability, the Intelligent UHD displays also undergo rigorous IP5x certification to maintain performance even when exposed to dust, dirt and other potentially hazardous environmental variables.

IF-D Series LED Signage: A Creative and Clear Content Center

Samsung's fine pixel-pitch IF-D Series LED Signage invites booth visitors to explore new opportunities to deliver stunning and inspiring content within customizable, easy-to-manage formats. The IF-D Series displays align Samsung's market-best video processing tools with HDR picture refinement to produce visuals that shine even against white or dark backgrounds. This combination elevates peak brightness levels (2,400nit) and initiates scene-by-scene gradation and optimization through Scene Adaptive HDR technology.

For additional eye-catching impact, businesses can configure the IF-D Series LED displays in a range of traditional and unconventional formats. The IF-D Series' design flexibility includes curved compositions, with concave and convex implementations.

Samsung Flip Display: Flip the Future of Collaboration

Fresh off a successful debut at CES 2018, Samsung will also formally introduce its Samsung Flip interactive digital flip chart to the European market at ISE 2018. The Samsung Flip centralizes and expands collaborative capabilities within any business environment, eliminating the frustrations of the modern meeting and fostering more productive interaction.

The interactive display captured two 2018 Top New Technology (TNT) Awards, emerging victorious in the program's **Commercial Digital Signage Solutions: Hardware** and **Commercial Digital Signage Solutions: Software** categories. Sponsored by *CE Pro*, *Commercial Integrator*, *Essential Install* and *TechDecisions*, and distributed annually at the start of ISE, the TNT Awards call attention to the top new technologies in the commercial, professional and residential integration spaces.

To learn more about ISE 2018, visit www.iseurope.org. For more information about Samsung's latest visual display innovations, as well as related Samsung Newsroom articles, photos and videos, visit news.samsung.com.

###

About Samsung Electronics Co., Ltd.

Samsung inspires the world and shapes the future with transformative ideas and technologies. The company is redefining the worlds of TVs, smartphones, wearable devices, tablets, digital appliances, network systems, and memory, system LSI, foundry and LED solutions. For the latest news, please visit the Samsung Newsroom at <http://news.samsung.com>.